

COMMONWEALTH OF VIRGINIA
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL
VIRGINIA ALCOHOLIC BEVERAGE CONTROL COMMISSION
RICHMOND

CIRCULAR LETTER
92-2

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November 23, 1992

TO **ALL WHOLESALE LICENSEES**

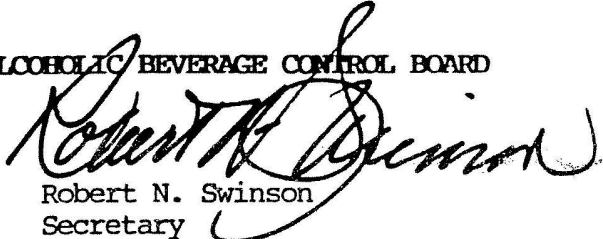
SUBJECT: **NONALCOHOLIC BEVERAGE TASTINGS**

PURPOSE: The purpose of this Circular Letter is to advise the current position of the Board pertaining to nonalcoholic beverage tastings.

HELD: Wholesalers may conduct tastings of nonalcoholic beer or wine at an off-premises retail licensee's establishment. The nonalcoholic beer or wine may be provided by either the wholesaler or retailer. The tastings or sample given to the public shall not exceed two fluid ounces. A wholesaler may not conduct tastings more than four times per calendar year at the same retail location and may not engage in exterior advertising.

The wholesaler may provide educational and nonpermanent point-of-sale materials pertaining to nonalcoholic beverages to retailers.

INQUIRES~: Inquiries concerning the above should be addressed to Robert N. Swinson, Secretary to the Board, P. O. Box 27491, Richmond, VA, 23261, (804) 367-0616.

ALCOHOLIC BEVERAGE CONTROL BOARD

Robert N. Swinson
Secretary